

### **REMARKS**

Consideration of the amendments to the application is respectfully requested. The amendments are made pursuant to 37 C.F.R. 121. No new matter has been entered.

### **STATUS OF THE CLAIMS**

Claims 1-5, 7-14, 16-18 and 20 are pending.

Claim 20 has been added.

Claims 1-5 and 7-11 have been amended.

Claims 6, 15 and 19 have been cancelled.

### **DRAWINGS**

Referring now to the section "Drawing" of the Office Action, the drawings have been amended in accordance with the Examiner's suggestions. Attached herewith is a separate letter to the Examiner requesting approval of the amendments to the drawings and the amended drawings.

As to the color photographs, Applicant no longer intends to submit formal drawings in color.

In view of the above, the objections to the drawings should be withdrawn.

### **SPECIFICATION**

Referring now to the section "Specification" of the Office Action, the specification has been objected to because of the reference to FIGS. 2 and 3. A substitute specification is attached herewith to correct the Examiner's objection.

The reference numerals added to the specification have been added to the drawings.

The amendments to the specification and the substitute specification do not add new matter to the specification.

Regarding the amendments, the amendments to the "BRIEF DESCRIPTION OF THE DRAWINGS" simply rewrites a brief description of the drawings for clarity.

The text related to FIGURES 2A, 2B and 2C in the "BRIEF DESCRIPTION OF THE DRAWINGS" has been added to the beginning of the "DETAILED DESCRIPTION OF THE EMBODIMENT OF THE INVENTION".

Reference to FIG. 1, FIG. 2 and FIG. 3 has been omitted or changed to properly correspond to the Figure numbers shown on the drawings originally filed.

The text describing FIGURES 3D-3F in the "BRIEF DESCRIPTION OF THE DRAWINGS" has been edited so that duplication in the "DETAILED DESCRIPTION OF THE EMBODIMENT OF THE INVENTION" has been substantially minimized. Any text related to FIGURES 3D-3F in "BRIEF DESCRIPTION OF THE DRAWINGS" as originally filed and not found in the "DETAILED DESCRIPTION OF THE EMBODIMENT OF THE INVENTION" has been added to the "DETAILED DESCRIPTION OF THE EMBODIMENT OF THE INVENTION".

In view of the above, the objections to the specification should be withdrawn.

## **CLAIMS**

### **Rejection under 35 U.S.C. 112, second paragraph**

The Claim 1 has been amended to overcome the rejection related to "the object" in Claims 10, 13, 14 and 16.

In view of the above, the rejection under 35 U.S.C. 112, second paragraph should be withdrawn.

**Rejection under 35 USC 102(e) as being anticipated by  
Kenny (US 6,026,376)**

Regarding the section "Claim Rejections 35 USC 102" of the Office Action, the Examiner rejects Claims 1-14 and 16-18 under 35 U.S.C. 102(e) as being anticipated Kenny (US 6,026,376). Claim 1 has been amended to incorporate the limitations of Claim 15 and 19.

**Rejection under 35 USC 103(a) as being unpatentable over  
Kenny (US 6,026,376) in view of Hot Picks**

Regarding Claims 15 and 19, the Examiner acknowledges that Kenny '376 does not include control buttons and 360 degree rotation around an object. Thus, the Examiner relies on "Hot Picks" for "command buttons enabling the viewer to virtually move both around the room and around said object" and the "plurality of different still photographs each taken from equally spaced angles 360° around said object to enable the viewer to view said object from 360° around said object and enabling said object to appear to rotate on the display device," as claimed.

First, Applicant disagrees with the characterization of "Hot Picks" by the Examiner in that the "Hot Picks" references **does not** describe the display of "a plurality of different still photographs each taken from equally spaced angles 360° around the object." The "Hot Picks" reference is completely silent with regard as to the manner of implementation of its "360 degree" rotation. Since, the Examiner acknowledges that Kenny '376 **does not** teach the "360 degree" rotation, the combination **cannot** teach such claimed limitations. Furthermore, Kenny '376 uses a video camera to view a room and **does not** described the use of "a plurality of different still photographs".

Second, there is **no suggestion** except applicant's own disclosure to incorporate a rotating "skull" into the shopping environment of Kenny '376 or any 360 degree rotation.

Third, there is **no teaching** that the command buttons in the "Hot Picks" provides for "moving both around the room and around said object," as claimed. The Examiner acknowledges that Kenny '376 **does not** include the "command buttons," as claimed.

Accordingly, Claim 1 is allowable over the prior art of record.

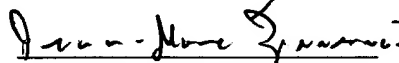
Claims 2-5, 7-14 and 16-18 depend directly or indirectly from Claim 1, thus for the reasons set forth above with regard to Claim 1, such claims are allowable over the prior art of record.

Regarding new Claim 20, Claim 20 contains similar limitations to Claim 1. Thus, for the reasons set forth above, are allowable over the prior art of record.

### **CONCLUSION**

In view of the foregoing remarks and amendments, the Applicant believes that they have overcome all of the examiner's basis for rejection, and that this application therefore stands in condition for allowance. However, if the Examiner is of the opinion that such action can not be taken, the Applicant requests that he contact their undersigned attorney at (908) 654-8000 in order to resolve any outstanding issues without the necessity of issuing another Office Action.

Respectfully submitted,



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Dated: January 3, 2003  
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CERTIFICATE OF MAILING

I hereby certify that on January 3, 2003, I caused the Amendment for U.S. Patent Application Serial No. 09/631,238 be mailed by first class mail to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Jean-Marc Zimmerman  
Jean-Marc Zimmerman

MARKED UP VERSION

The “Marked Up Version” of the claims pursuant to 37 C.F.R. 1.121(c)(1)(ii) includes the following:

1. (AMENDED) A system for displaying galleries, showrooms, stores [and] or malls on-line, comprising:

means for displaying on an on-line display device to a viewer a scene of at least one room having at least one object therein, wherein the [display is comprised of] display means includes a data [pocket] packet;

means for displaying an object in a plurality of different still photographs each taken from equally spaced angles 360° around said object to enable the viewer to view said object from 360° around said object and enabling said object to appear to rotate on the display device; and,

command buttons enabling the viewer to virtually move both around the room and around said object when displayed in the plurality of different still photographs.

2. (AMENDED) The system according to Claim 1, wherein the at least one room is a gallery.

3. (AMENDED) The system according to Claim 1, wherein the at least one room is a showroom.

4. (AMENDED) The system according to Claim 1, wherein the at least one room is a store.

5. (AMENDED) The system according to Claim 1, wherein the at least one room is a mall.

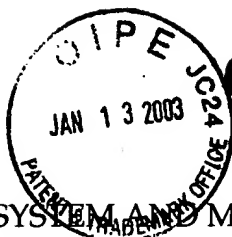
7. (AMENDED) The system according to Claim [6] 1, wherein [the] at least one still photograph is identified by a unique frame address.

8. (AMENDED) The system according to Claim 1, wherein the displaying means [display] includes at least one video film.

9. (AMENDED) The system according to Claim 1, wherein the displaying means [display] includes at least one audio segment.

10. (AMENDED) The system according to Claim [6] 1, wherein each object in the data packet is assigned a unique identification indexed by [the] an area said each object occupies in the still photograph.

11. (AMENDED) The system according to Claim 10, wherein at least one link is assigned to said each object, thereby enabling detailed information regarding the object to be retrieved from an external database for presentation to the viewer.



SYSTEM AND METHOD FOR CONSTRUCTING AND DISPLAYING ACTIVE  
VIRTUAL REALITY CYBER MALLS, SHOW ROOMS, GALLERIES, STORES,  
MUSEUMS, AND OBJECTS WITHIN

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PRIORITY NOTICE

This Non-Provisional U.S. Patent Application claims the benefit of the  
August 6, 1999 filing date of Provisional U.S. Patent Application Serial Number  
60/147,716.

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The present invention is related to constructing panoramic, virtual-reality  
Cyber/Electronic (Cyber) show-rooms, galleries, stores, or malls (show-rooms)  
in electronic media, displaying such cyber shown-rooms on-line on remote  
terminals or client/user computers, allowing the viewers at the computer  
terminals or client/user-computers to select objects displayed in the cyber  
virtual-reality show-rooms on-line, and retrieve and review remote data related  
to the selected objects.



### Description of Related Art

In the brick-and-mortar world, showrooms, galleries, and stores are used to display furnishing, interior accessories, fashion, art, antiques, or other objects. Shopping centers, malls, and main streets are constructed to aggregate a large number of stores. The on-line equivalent of such commerce components are constructed with database containing information for such objects or stores sorted with nesting categories. The objects in conventional cyber stores, galleries, and show rooms are represented on the client/user computer screens as index lists of textual or thumbnail entries. The stores in a conventional cyber-mall are represented by a collection of "banner" entries [(see Figures 1A through 1F)] (see Figures 1A1, 1A2, 1B, 1C1, 1C2, 1C3, 1D1, 1D2, 1E1, 1E2, 1E3, 1E4, 1E5, 1F). Thumbnails are small graphical representation of an object, serving as an index and a link to detailed information regarding the object. Banner is a small graphical box-like icon with the logo and name of a business entity on the Web. Clicking on a thumbnail usually brings an enlarged photograph and/or descriptions of the object from the server database to the client/user's computer screen. Clicking on a "banner" brings the user to the home page of the business entity the banner represents.

A typical on-line gallery or store, for example, would show category titles of the gallery collections or store items, with some textual entries or graphical thumbnails of selected "featured" exhibits or items. When a particular "last stop" category on a particular categorical path is clicked, the items or objects

sorted under that category are presented in an index list of textual one-line entries or thumbnail entries. The index list could be very long, and partitioned into many web pages (each may be several print pages long), accessible one-web page-at-a-time. Clicking on a textual or thumbnail entry or brings detailed  
5 textual description and an enlarged version of the thumbnail, if available, again, only one-at-a-time [(see Figure 1)] (see Figures1A1 and 1A2).

Virtual Reality software, such as Apple Computing Quick Time, or Macromedia Flash, on the other hand, has been developed to show scrolling panoramic views of a room or a scene, or to rotate a three-dimensional object to  
10 show its 360-degree views. The Virtual Reality source data is typically prepared by shooting multiple still photographs of a room, a scene, or an object from sequentially varying angles, and re-compose the still photographs in the correct spatial-time sequence to form a contiguous panoramic view. Video filming can also be used. Viewing the Virtual Reality image at the viewer's computer screen  
15 is controlled by the "mouse," a computer input device [(See Figure 2)] (see Figures 2A, 2B, and 2C) and the control buttons on the VR "viewing window" on the computer screen. The panoramic view of a scene is scrolled across the viewing window. The still shots from sequentially varying angles of a 3-D object is "flashed" onto the VR viewing window, producing an illusion of the object  
20 rotating in the window, given a large enough number of still shots, and fast enough speed of spatial-time re-composition or "flashing."

Virtual Reality has not been used in actionable on-line or electronic

commerce environment, except for viewing purposes only, such as displaying a property or a house on-line on Real-Estate listing sites as in Figures 2A, 2B, and 2C; or, rotating a 3-D object, such as a car on car sites; or, for other purely entertainment purposes, such as displaying the content of a museum. In all cases, the Virtual Reality graphical data packet is treated as a single data entity with a single "packet address," accessed by clicking a VR or 3D button, and viewed by controlling the temporal scanning or rotation using the control buttons on the computer screen in conjunction with the button on the input device, the mouse. From within the Virtual Reality data packet, there is no link to the external world outside the data packet. Therefore, there is no practical application other than its visual and entertainment value. One cannot do anything with the Virtual Reality presentation of the known-art, other than looking at it and enjoying it.

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### SUMMARY OF THE INVENTION

The present invention relates to methods and apparatus to construct and display electronic/cyber/on-line showrooms, galleries, stores and malls to emulate the physical brick and mortar world, in addition to the conventional category and index listing e-commerce construct of the Web. Virtual Reality (VR) shots and/or Video films are made to visually present a show room, gallery, store, or object with more resemblance to the physical world we live.

Each still picture of the VR shots or each frame of the video film is given a unique frame address. Each significant and unique object in the VR data packet is given a unique identification, indexed and addressed by the area the object occupies in a picture or a frame. Links are associated with each such object, such that detailed information (such as graphical, video, audio, or textual descriptions) related to the objects stored external to the VR data packet, can be retrieved from the database on demand, when the objects in the VR images are "selected"/"clicked."

#### BRIEF DESCRIPTION OF THE DRAWINGS

[FIG. 1:] FIG. 1A1 illustrates [Known-Art] prior art on-line [mall] malls, stores, galleries, and showrooms.

[FIG. 1A: The] FIG. 1A2 illustrates a prior art AOL Mall[,] having a collection of department stores represented by banners. Other types of stores are sorted under categories, and accessed through the category listing at the bottom of the page.

FIG. 1B[:] illustrates a prior art AOL Apparel [Stores] Store's listing.

FIGS. [1C1& 1C2: The] 1C1, 1C2 and 1C3 illustrate a prior art dEliAs.Com store listed under the AOL Apparel Stores.

FIGS. [1D1 &1D2: The] 1D1 and 1D2 illustrate prior art Artnet.Com Galleries.

[FIGS. 1E1 through 1E5: The] FIG. 1E1 illustrates a prior art Ebay home  
page. [(1E1), the]

FIGS. 1E2 through 1E4 illustrate prior art Ebay Galleries. [(1E2 through  
1E4), and the]

5 FIG. 1E5 illustrates a prior art first print page of the first web-page of a 36  
web-page Ebay Furniture listing [(1E5)].

[FIG. 1F: The] FIG. 1F illustrates a prior art Design Toscano Cyber Show  
Room.

[FIG. 2: Known-Art ] FIGS. 2A, 2B and 2C illustrate prior art Virtual  
10 Reality: Virtual touring of a home displayed on the www.bamboo.com web site.  
There is no other function beyond the visual tour: scrolling the panoramic image  
to the left, to the right, and look at it.

[FIG. 2A: Clicking on the "Exterior Front" selection on the menu at the  
left side, initiates the downloading of the "panoramic image of the exterior front  
15 view of the house from the server database, as noted under the  
"Bamboo.com/Virtual Tour" logo at the center of the page.]

[FIG. 2B: When the downloading of the panoramic image is complete,  
the exterior scene of the home scrolls across the "VR window" on the  
computer screen. The buttons on the lower left corner of the VR window are  
20 control buttons activated by the computer mouse. By moving the cursor to the  
"left" arrow, and pressing down on the left mouse button, the image scrolls to  
the left, bringing the portion of the panoramic image beyond the right margin of

the window into view. Pressing on the left button of the mouse while the cursor is resting at the "right" arrow, scrolls the image to the right. The "square" button stops the scrolling, and the "b" button is for clicking "back" to the previous page, which is the home page.]

5 [FIG. 2C: Clicking on the "Master Bedroom" selection on the menu at the left side of the page, causes the "panoramic" image of the master bedroom, to download from the site-server to the client/user's computer screen. The scrolling and stopping functions are identical to those in FIG. 2B.]

[FIG. 3: An implementation example of the present invention.]

10 FIG. 3A[: The] illustrates a central scene and the primary object of a Virtual Reality presentation of a museum hall[. The] with small buttons at the lower left corner to scroll [scrolls] the panoramic scene of the Hall to the left, right, up, down, and zoom-in, and pan-out.

FIG. 3B[: The] illustrates nine Virtual Reality frames around the central  
15 object in the hall, scanning from the left of the object through the object, to the right of the object, each assigned its unique frame identity in the present invention.

FIG. 3C[: A] illustrates a rectangular area closely surrounding the object  
that is cut, and marked out and identified separately from the rest of the  
20 picture/frame in accordance with the present invention. [This is done for Frame B through Frame H in FIG. 3B, where a viewer is likely to want to "click" the object for more information. The rectangular area in all 7 Frames are assigned the

same identity representing the object, and the same links to the memory space external to the Virtual Reality data packet, and containing the detailed information related to the object. Clicking within the rectangular area in all 7 frames results in linking to the same data set.]

5           FIG. 3D[. An] illustrates an example of data stored in memory space external to the Virtual Reality data packet, linked to the object image from within the Virtual Reality data packet. [Audio read out of stories or descriptions of the object can be linked and presented on demand with the textual, graphical, video, or VR data. The enlarged still image in this implementation example is further  
10   linked to another Virtual Reality data packet that presents the object in 360-degree rotation.]

          FIG. 3E[. Clicking] illustrates the object with control buttons at the lower left corner resulting from activation of the "Virtual Reality" button in FIG. 3D[, brings the "rotating" Virtual Reality data packet of the object to the client/user's  
15   computer, with the control buttons at the lower left corner] in accordance with the present invention.

          FIG. 3F[. The] illustrates 12 of the standard 36 frames shot from equally spaced angles 360-degrees around the object in accordance with the present invention. [A larger number shots would permit a smoother and slower rotation.  
20   When the number of shots and the speed of rotation, i.e., "flashing-in" the images (into the VR viewing window) are compatible, illusion is that the object rotates on screen.]

## DETAILED DESCRIPTION OF THE EMBODIMENT OF THE INVENTION

Referring again to prior art FIG. 2A, clicking on the "Exterior Front"  
5 selection on the menu at the left side, initiates the downloading of the  
"panoramic image of the exterior front view of the house from the server  
database, as noted under the "Bamboo.com/Virtual Tour" logo at the center of  
the page.

Referring again to prior art FIG. 2B, when the downloading of the  
10 panoramic image is complete, the exterior scene of the home scrolls across the  
"VR window" on the computer screen. The buttons on the lower left corner of  
the VR window are control buttons activated by the computer mouse. By moving  
the cursor to the "left" arrow, and pressing down on the left mouse button, the  
image scrolls to the left, bringing the portion of the panoramic image beyond the  
15 right margin of the window into view. Pressing on the left button of the mouse  
while the cursor is resting at the "right" arrow, scrolls the image to the right.  
The "square" button stops the scrolling, and the "b" button is for clicking "back"  
to the previous page, which is the home page.

Referring now to prior art FIG. 2C, clicking on the "Master Bedroom"  
20 selection on the menu at the left side of the page, causes the "panoramic" image  
of the master bedroom, to download from the site-server to the client/user's



computer screen. The scrolling and stopping functions are identical to those in FIG. 2B.

The present invention relates to methods and apparatus to construct and display electronic/cyber/on-line showrooms, galleries, stores and malls to emulate the physical showrooms, galleries, stores, and malls. Virtual Reality (VR) shots with audio segments, and/or Video films are made to visually, audibly, and contiguously present a show room, gallery, store, or object. Each still picture 32A of the VR shots or each frame 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i of the video film is given a unique frame address within the VR packet address. Thus, each picture 32A or each frame 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i is identifiable via the address of the packet and the address of the frame 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i. Each significant and unique object 32 in the VR data packet, is given an unique identification, indexed by the area 50 the unique object 32 occupies in the frames 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i or pictures 32A containing the object. Links are assigned to that unique object 32, which may appear in multiple frames, such that detailed information (such as graphical, VR, video, audio, or textual descriptions) related to the object 32 addressed by the links, can be retrieved from the database external to the VR data packet, on demand, such as when the object 32 in the proximity frames is "clicked," from any of the proximity frames.

Clicking on a particular object 32 in a frame 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i, or in any of the proximity frames 30b, 30c, 30d, 30e, 30f, 30g, and 30h in a VR presentation of a show room, gallery, or store, would select the link/links associated with the particular object 32 clicked, and store the links in a file on the client/user computer. Multiple objects can be "clicked," – i.e., selected, within a VR presentation. When the viewing and the selection process is completed, and the collection of "clicked" links is submitted to the server, by clicking a "submit" button, all data, whether video, audio, VR, graphics, or textual, addressed by the links submitted are brought from the server database to the client/user/user computer with reference to each selected object. [In FIG. 3, an example implementation of the present invention is shown.]

FIG. 3A shows the central scene about [an unique] a primary object 32, Venus of Milo of a Virtual Reality presentation of a museum hall. The small buttons 25 at the lower left corner scrolls the panoramic scene of the Hall to the left, right, up, down, and zoom-in and pan-out. A selected set of nine frames 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i around the ["unique object"] primary object 32 in this example, are shown in FIG. 3B. The limit of the conventional Virtual Reality of the known-art is here. There is no interaction or linking mechanism from inside the Virtual Reality images, such as these frames, to data outside of the VR packet. In FIG. 3B, there are nine Virtual Reality frames 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i around the primary object 32 in the

hall, scanning from the left of the object through the object, to the right of the object, each assigned its unique frame identity in the present invention.

In our implementation, each frame 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, and 30i in the Virtual Reality data packet is given an identification. A [unique] primary object 32 that appears in multiple proximity frames would be “cut out” from the rest of each frame, or the scene, and given a unique identification, and assigned a link, or a collection of links, to link to external data storage space that stores data associated with the object 32. The [unique] primary object 32 appearing on several proximity frames, such as from FIG. 3B –[Frame B through  
10 Frame H] frame 30b through frame 30h, would be identified as one object, and given the same set of links.

A rectangular area 50 closely surrounding the object 32 in all of the proximity frames is cut as shown in FIG. 3C, and marked out and separated from the rest of the frame in order to be assigned a separate and unique identity to the  
15 object 32. This is done for [Frame B through Frame H] frame 30b through frame 30h in FIG. 3B. The rectangular area 50 in all 7 [Frames] frames 30b, 30c, 30d, 30e, 30f, 30g and 30h are assigned the same identity representing the object 32, and the same links to the memory space external to the Virtual Reality Frames, containing the detailed information related to the object 32. Clicking within the  
20 rectangular area 50 in all 7 frames 30b, 30c, 30d, 30e, 30f, 30g and 30h results in linking to the same set of data.

FIG. 3D shows an example of data that can be stored in memory space external to the Virtual Reality data-packet, and linked to the object image within the Virtual Reality data packet. Audio read out of stories and descriptions of the an enlarged still image 32A, textual descriptions 34 and actionable “buy” or “bid” functional frames, video, or VR can all be linked and called on demand. In this example, the enlarged still image 32A in FIG. 3D is further linked to another Virtual Reality data packet that presents the object in 360-degree rotation.

Referring now to FIG. 3E, clicking [Clicking] the “Virtual Reality” button 70 in FIG. 3D, brings the “rotating” Virtual Reality data packet of the object, with the control buttons 25 at the lower left corner. FIG. 3F shows the 12 of the standard 36 frames 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k and 80l shot from equally spaced angles, 360-degrees around the object. When the number of shots and the speed of sequentially “flashing in” the still images into the viewing window are compatible, human eyes perceive that the object rotates on the viewing window. A larger number of shots would permit a smoother and slower rotation.

The invention enables practical and actionable commerce applications of Virtual Reality and Video casting or streaming technologies on the web, for example, in displaying objects in show rooms, galleries, stores, or stores in malls, shopping centers, or on main streets in a “real life” format, in addition to the conventional categorization, search, and listing presentations in the conventional web stores and galleries. The current invention enables object images to be linked

to additional textual, audio, graphical, video, or VR data stored in the database outside of the Virtual Reality or Video data packet. Clicking on the image of a sofa in such an "active Virtual Reality" show room of this invention for example, of an interior furnishing show room, would deposit the links associated with the  
5 image to a temporary file. When the entire VR or Video presentation is viewed, and the selection of multiple interested objects shown in the VR presentation is completed, the collection of links of the objects selected is submitted to the server from the client/user computer, to retrieve data addressed by the submitted links, including but not limited to detailed audio or textual descriptions, additional  
10 graphics or VR presentations, pricing information and ordering/ or buying submission mechanism, sorted and presented by each object at command.

The present invention is implemented using software which can be written in [many programming languages, or implemented with many web-page generation tools] many programming languages, or implemented with many  
15 web-page generation tools. The present invention can be used on a global or local computer network, on a personal computer, on viewable storage media such as a CD ROM, on a wireless telephone, on a wireless personal assistant such as a Palm Pilot®, or on any type of wired or wireless device that enables digitally stored information to be viewed on a display device. Also, information displayed  
20 and viewed using the present invention can be printed, stored to other storage medium, and electronically mailed to third parties.

Numerous modifications to and alternative embodiments of the present invention will be apparent to those skilled to the art in view of the foregoing description. Accordingly, this description is to be construed as illustrative only and is for the purpose of teaching those skilled in the art the best mode of  
5 carrying out the invention. Details of the structure may be varied substantially without departing from the spirit of the invention and the exclusive use of all modifications which come within the scope of the appended claims is reserved.

## ABSTRACT

A system and method for virtually displaying on-line a gallery, a showroom, a store, a mall or any other room or space and the objects contained in said room or space, wherein the data displayed is comprised of a virtual reality data packet. The system displays still photographs of virtual reality shots and textual materials, and plays virtual reality video clips and audio stories about the room and/or the objects contained therein. Each still photograph of a virtual reality shot and each frame of a video is assigned a unique frame address. Each object in a shot or video is assigned a unique identifier that is indexed and addressed by the area the object occupies in the shot or frame. Links are associated with each object so that detailed information in graphical, video, audio and/or textual forms that are related to the object and are stored external to the virtual reality data packet can be retrieved on demand from an external database for presentation to the viewer. The system also provides on-line controls that enable the viewer to move around the space, and a feature that enables a viewer to view an object from 360° around the object.